

2014 | MEDIA COOP KIT



WYOMING OFFICE OF TOURISM

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www.wyomingofficeoftourism.gov

**All photos in 2014 Co-op Media Kit were entrants into WOT's Road Trip Photo Challenge Contest*

TOURISM WORKS FOR WYOMING



STRENGTH OF A UNIFIED MESSAGE

Wyoming Office of Tourism (WOT) brings more co-op programs to Wyoming travel-related businesses and destinations than ever before. By participating in these national and regional advertising, marketing, and research opportunities, it strengthens the message Wyoming has in the marketplace.

TIMING OF THE MESSAGE

In today's information-filled world, timing of your message is vital. These co-op programs are designed to reach the consumer at the critical moment they are considering Wyoming as a vacation choice.

COST

At the top of the list, cost is always a consideration. Your participation in conjunction with WOT will help your message reach markets and consumers in a more affordable fashion.

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Boars Tusk

FREE LISTING OPPORTUNITIES

BUSINESS LISTINGS

Listing your tourism-related business on wyomingtourism.org and in the Wyoming Travelers Journal is free and easy. Each destination and tourism-related business in Wyoming is given a username and password to manage their business listing on wyomingtourism.org. The listings from the website are used to populate the Wyoming Travelers Journal of each year. We ask that you review your business listing quarterly for accuracy.

CALENDAR OF EVENTS

Any Wyoming business or organization can submit visitor-related events on the Wyoming Office of Tourism (WOT) calendar of events by logging into your account at wyomingtourism.org. After approval by WOT, events are published to the website and select events are chosen for the Wyoming Travelers Journal. Many events are also used for the in-state radio and newspaper promotion "Another Wyoming Weekend." Some events are also featured in the monthly e-newsletter, Wyoming Roundup, and through WOT social media.

WYOMING TRAVEL PACKAGES & DEALS

WOT has created a page on the website for packaged travel listings, wyomingtourism.org/deals. Travel packages are a convenient, one-stop shop for visitors planning a Wyoming vacation. Packages should include a combination of businesses. Promotions with one property are also allowed if the offer includes a discount or other incentive.

DEADLINES & CONTACT INFORMATION

Online Listings: Updated year-round • Journal business listings: August 5, 2014

For more information on event, package and business listings:

Kaitlyn Anderson, Content Marketing Manager

307-777-2840

kaitlyn.anderson@wyo.gov

PUBLICATIONS/WEBSITE ADVERTISING



View from Snowy Range

OFFICIAL STATE TRAVELERS JOURNAL

Supported by the state's \$6 million plus advertising campaign, the Wyoming Travelers Journal and wyomingtourism.org are the foundation of WOT's communication with potential visitors. This is your chance to have your advertising message in front of the potential visitor at every stage of their trip, from planning to actually traveling through Wyoming. The Wyoming Travelers Journal is used to fulfill all requests coming into the WOT office as well as being distributed across the state, in neighboring states and on the WOT consumer website. The online and iPad versions are available for consumers to view or download to their computer. More than 400,000 journals are distributed each year through this program.

ADVERTISING DEADLINES

2014 Wyoming Travelers Journal: Sept. 2014
Call about Wyoming branded envelope insert & e-mail advertising

Contact Information:
Jim Wilkinson at 307-630-9311
jim.wilkinson@milespartnership.com

WYOMINGTOURISM.ORG

As the exclusive consumer website of WOT, wyomingtourism.org is the call to action in every aspect of our advertising campaign. Traffic continues to increase year over year and WOT is developing deep, rich content to keep the visitors' interest once they are on the site. Multiple advertising opportunities exist on wyomingtourism.org.

WYOMING BRANDED ENVELOPE INSERT

Only 12 advertisers will have the opportunity to participate in this limited opportunity each year. These 8.5 x 3.5 inch heavy stock, two-sided cards will be placed in an attractive branded envelope and distributed through the WOT fulfillment program. A total of 30,000 envelopes will be distributed beginning in March.

E-NEWSLETTER ADVERTISING

WOT sends an e-newsletter to a mailing list of more than 100,000 consumers each month. Add your message, starting at under \$250.

LEAD FULFILLMENT PROGRAM

Once consumers request their journal, they are automatically directed to a thank you page where they can sign up for additional offers from participating businesses. These result in qualified leads from WOT on a weekly basis. Rates per lead are based on print and non-print advertisers.

PRINT/ONLINE/BROADCAST CO-OPS

2014 SPRING CO-OP

Teaming up with WOT in the 2014 spring co-op takes your advertising message to markets strategically chosen for distribution. These markets are proven for WOT and make the bulk of the target markets WOT is reaching with the advertising campaign.

Our partner in this co-op, Madden Media, assembles an incredible four-color, glossy insert that rises above the clutter. Newspaper circulation tops 2 million for this co-op and includes up to 25 different markets. Distribution is in April and May.

In addition, Madden will support the newspaper insert with digital marketing efforts including email and social media features.

DEADLINES & CONTACT INFORMATION

Advertising Deadline:
December 2013
Contact info: Lesley Rowbal,
307-777-2881.
lesley.rowbal@wyo.gov

IN-STATE RADIO CO-OP

WOT has partnered with Town Square Media and the Cowboy State News Network to bring you a unique opportunity to advertise your local events to a predominately Wyoming-based audience and to develop in-state travel promotion.

TownSquare Media

With Townsquare Media, three advertisers each week (May-October) can promote their community and events on one of Wyoming's most relevant radio features, the Wyoming Travel Network. Each advertiser will receive messages broadcast across the state on 34 stations. The ads will be daily live reads by Don Day weekdays during the weather and road report.

CONTACT INFORMATION

Leslie Hill at 307-632-4400,
leslie.hill@townsquaremedia.com

Cowboy State News Network

Your business or event can advertise right alongside the "Another Wyoming Weekend" segment that runs every week on the Cowboy State News Network. This offer is guaranteed to the first three events to schedule in each week. A special rate is offered to tourism advertisers, and non-profit groups receive a match on the ads they buy where availability allows. The 30-or 60-second ads will air on more than 35 radio stations around the state, and your event will be featured in Another Wyoming Weekend for three days, at no additional charge. CSNN is effective and affordable.

CONTACT INFORMATION

Cathy Jarosh at 307-634-4461,
cjarosh@csnn.net

SEM CO-OP

The Co-op Search Engine Marketing Program will be available again in 2014. WOT will match the funds, up to \$1,250 per month, per partner, with a minimum buy-in of \$250 a month. Participation is open only to chambers of commerce and lodging tax boards. It is available on a first-come, first-serve basis.

When more than one partner is interested in the same high-value keyword(s), the structure of the co-op program is designed to allow for this without driving up costs per click. Based on partner goals, the same keyword can be placed within multiple partner campaigns and monitored so that the keyword delivers a fair and appropriate number of clicks to each partner's site without directly competing with one another in the ad space.

CONTACT INFORMATION

Kim Thompson,
816-662-2900
kthompson@maddenmedia.com

Partners participating in this program will be required to feature the Forever West logo on their website. The logo will link back to wyomingtourism.org.

2014 RESEARCH CO-OP

OVERVIEW

WOT invests in research annually to build a complete strategy on which to base marketing and advertising decisions and to build Wyoming's overall brand in the marketplace. Your destination can take advantage of these opportunities at up to half the regular cost. Investing in research is a great way to learn how to improve your printed materials, website design and usability, understand the effectiveness of your advertising campaign and understand the demographics and geographies of your consumer.

Lodging Survey

WOT can help destinations obtain a better understanding of their customer mix through a lodging survey. Destinations can use this information to target marketing efforts and better serve visitors.

Partner Cost: \$3,500

Intercept Studies

Understand the individual visitor better with intercept questionnaires and data analysis.

Results will include an actionable visitor profile, trip-planning data and visitor behavior data.

Partner Cost: \$4,750

Collateral and Website Analysis

Improving the look and usability of your website and printed materials is a great way to increase your opportunity to attract visitors to your destination. This can be accomplished through focus groups where various printed materials and websites are tested on their look (pictures, graphics, etc.), user friendliness and format. Once the research is conducted, you will be given easy-to-follow suggestions to improve your website and printed materials.

Partner Cost

Printed Material Focus Group: \$2,500

Website Focus Group: \$2,750

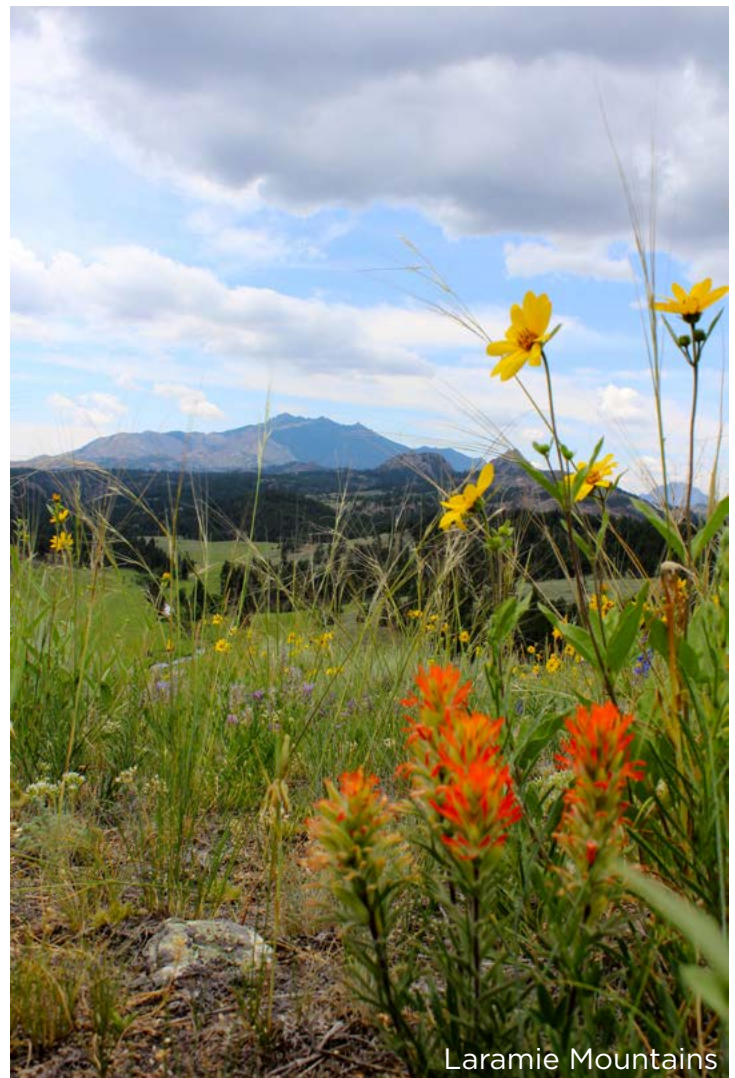
Inquiry/Market Analysis

It is important to know your visitor; where they are from, how old they are, what do they like to do, etc. An analysis of your inquiry database is like mining gold for a tourism entity, it tells you a lot about your target market that can help you plan a strong campaign strategy.

A market analysis helps you understand where your target market is located based on your inquiry database. By mapping your inquiry database you begin to see patterns from year-to-year that help you understand where to focus your efforts. It helps to make your campaign more efficient and your dollars go further.

Partner Cost: \$1,000

**Note: Requires an email database*



Laramie Mountains

2014 RESEARCH CO-OP



Wind River Canyon

Conversion Analysis

Conversion analysis is offered through an online program which enables you to measure the conversion rate of inquiries to actual visits. This research analyzes the relationship of the referring source of inquiries to actual travel decisions made after seeking travel planning information. In other words, which publications, websites, etc., sent you the most inquiries and, after inquiring, how many visitors actually visited your destination after receiving the material you sent.

Partner Cost: \$3,000

**Note: Requires an email database*

CO-OP RESEARCH PROGRAM CONTACT

Lesley Rowbal: 307-777-2881,
lesley.rowbal@wyo.gov

Measuring Advertising Effectiveness

In order to improve the effectiveness of your advertising, you must know how effective past advertising efforts have been. Basically, a survey will be conducted taking a sample of people from a market in which you advertise. The survey will be conducted at the end of the travel season. The survey will measure the awareness level of your advertising, evaluate the creative, provide a measurement of incremental travel and return on investment.

There is an opportunity to co-op with another destination(s) on the ad effectiveness research only if you advertise in the same market as another destination. There would still be a random sampling of surveys, but the survey would ask about both areas and you would receive separate reports on each destination.

Partner Cost: \$6,000

Training:

Other Research Opportunities

In addition to the research components listed here, WOT is offering the opportunity to bring different research ideas to the table to be considered for co-op funding. If you feel your destination will benefit from another aspect of destination development research, bring it to our attention and WOT will evaluate each opportunity for co-op funding and decisions will be based on available funding.



GLOBAL SALES & SERVICES

GETTING INVOLVED IN THE EUROPEAN MARKETS

Wyoming's representation in the primary markets in Europe, Rocky Mountain International, has advertising available in the in-language publication, the Real America Guide, and on the web site www.RMI-RealAmerica.com

CONTACT INFORMATION

James Scoon
at 307-777-2852,
james.scoon@wyo.gov

The Real America Guide is printed in English, Italian, French and German and 70,000 copies are distributed throughout Europe annually. The RMI website sees visitation of more than 20,000 unique visitors annually.

Advertising in the Real America Guide

Larry Cohen at larrycohen@northeast-media.com or Liz Birdsall at liz@tbggroup.us

Advertising on www.RMI-RealAmerica.com

Mathias Jung at mjung@rmi-realamerica.com

GETTING INVOLVED IN THE JAPANESE MARKET

Wyoming's representation in the Japanese market, Fieldstar International, is contracted to hold two sales missions a year. Fieldstar will introduce suppliers and DMOs to California/New York based travel professionals of major Japanese tour companies. Destination development seminars and workshops will also be conducted.

Advertising opportunities are available through Fieldstar International's, Japanese promotional publication, West Magazine and on the in language website www.visit-uswest.org.

Advertising in West

Osamu Hoshino at ohoshino@comcast.net

CONTACT INFORMATION

Monica Taylor-Lee
at 307-777-2888,
monica.lee@wyo.gov



Big Horn Canyon National Recreation Area

PUBLIC & MEDIA RELATIONS

MEDIA OPPORTUNITIES

The Public/Media Relations, as part of the Brand Studio, works closely with hundreds of travel writers, editors, broadcasters and other media professionals worldwide to encourage feature articles on Wyoming. The staff coordinates press trips and responds to requests for high-definition video, high-resolution images and unique story ideas.

WOT accepts new and rare story suggestions for quarterly press kit and publications seeking “what’s new” in Wyoming. In addition, WOT sends media leads as they become available and provides direct contact with journalists.

Another Wyoming Weekend is a popular campaign that highlights tourism-related events across the state. This information is sent weekly and is distributed through tourism partners, regional and local newspapers and the Cowboy State News Network.

WOT hosts approximately 50 press trips per year. Media relations is always looking for activities and unique properties willing to provide complimentary lodging in exchange for media coverage.

Media and public relations efforts provide a cost benefit for those seeking exposure without paying the high cost of direct advertising.

CONTACT INFORMATION

**Media & Public
Relations Manager**
Chris Mickey at 307-777-2831,
chris.mickey@wyo.gov

WYOMING IN FILM



Wyoming's Wild Horses in Red Canyon

The Wyoming Film Office, as part of the Strategic Partnerships Department, works with the film, television and advertising industries.

In addition to supporting in-state filmmakers, the office markets to out-of-state production, trying to interest them in Wyoming locations, crew and production resources. The Film Office website is a major marketing tool, providing filmmakers with a list of in-state crew people and resources. The website also displays hundreds of potential filming locations throughout Wyoming at www.filmwyoming.com.

LOCATION PHOTOGRAPHY

Photos of any locations that could be used for feature films, television specials and commercials are needed to expand our online database. Please include contact information for each location. Privately owned locations should have the owners contact information including address, directions, and phone number. If the location is on public land, the governing agency (BLM, Forest Service, State Lands, etc.) should be included for permitting.

Also, any information on film in your area (film festivals, local documentaries, incoming production, etc.) can be sent to the Film Office for promotion.



Cheyenne

CONTACT INFORMATION

For more information about online production or crew listings and to submit location images for film projects, contact:

Colin Stricklin at 307-777-3400,
info@filmwyoming.com



Devils Tower National Monument

A VISITOR FRIENDLY WYOMING

COLLATERAL AT VISITOR CENTERS

Brochure guidelines have been developed to allow the distribution of brochures for destinations and travel-related businesses in the four state-operated visitor centers. Entities wishing to distribute their information must submit an application and sample brochure for approval.

DESTINATION SHOWCASE

WOT's Destination Showcase Program invites federal, state, tribal and local entities and organizations into our Visitor Information Centers to promote their local destination, attraction, event and/or to provide interpretive programs to the traveling public.

CONTACT INFORMATION

Southeast Wyoming
Welcome Center
Steve Kelso,
307-777-2883,
steve.kelso@wyo.gov

Northeast Wyoming
Welcome Center
Lee Anne Ackerman,
307-283-3048,
leeanne.ackerman@wyo.gov

DESTINATION MARKETING SPECIALIST

The destination marketing specialist program is a free certification program developed by WOT to recognize frontline personnel as certified travel professionals by testing their knowledge on the state of Wyoming and their ability to access information. There are three levels of certification and recognition: Outrider, Wrangler and Trail Boss. It is officially endorsed by the United States Travel Association, WOT and Wyoming Travel Industry Coalition Board of Directors as part of our Visitor Friendly Wyoming initiative.

CONTACT INFORMATION

Shannon Stanfill
at 307-777-2839,
shannon.stanfill@wyo.gov

A VISITOR FRIENDLY WYOMING



WELCOME CENTER FAM TOUR

Frontline staff from federal, state, tribal and local welcome centers are encouraged to apply for the annual Familiarization (FAM) tour. FAM benefits include customer service training, peer network development, and experiencing new areas of Wyoming. This contributes to the larger goal of encouraging travelers to experience more of Wyoming and add overnight stays to current or future travel. The 2014 tour will cover Central Wyoming. The training and tour will be first part of May (Dates TBD). Costs run between \$500-750 per person and limited scholarships are available

CONTACT INFORMATION

Shannon Stanfill
at 307-777-2839,
shannon.stanfill@wyo.gov

to defray those costs.

SIGN GRANT PROGRAM

A visitor friendly and accessible Wyoming is created by providing enhanced visitor information, highlighting roadside features of significance and by adequately guiding and directing a tourist. Helping visitors to explore additional areas can increase the quality of their vacation experience.

Projects available for funding under the biennial grant program include:

- Guide/Tourism Attraction/Service Signage
- Interpretative Signage/Wayside Exhibits
- Free Form (signs that do not qualify in the above categories)

CERTIFIED TOURISM COMMUNITY

Tourism has partnered with Wyoming Rural Development Council (WRDC) to develop the Certified Tourism Community (CTC) Program. The CTC program is the next step of the WRDC Community Assessment process. WOT will administer the program for communities by providing training, information, research assistance, referral services and technical assistance to communities throughout the state at no charge.

DEADLINE & CONTACT INFORMATION

Application Deadline: April 2014
Kristin Phipps, 307-777-2887,
kristin.phipps@wyo.gov

CONTACT INFORMATION

Kristin Phipps
at 307-777-2887,
kristin.phipps@wyo.gov

